

Message Text

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SUBJECT: FY-1974 COMMERCIAL OBJECTIVES

REFS: STATE 128397, 6/30; MEXICO 5245, 7/17

TELCON PITTS/COHEN

AMPLIFICATION OF ACTION PROGRAM PROPOSED FOR FY-1974 IN
MEXICO 5245:

1) CONTINUE ORIENTATION OF COMMERCIAL SECOZON AND TRADE
CENTER ACTIVITIES TOWARD TARGET INDUSTRY PROGRAM.

2) TARGET INDUSTRIES, AS OUTLINED IN MEXICO A-607 OF
SEPT. 25, 1972, AND WHELAN GLOBAL MARKET SURVEY WILL
CONTINUE TO BE UPDATED THROUGH MARKET RESEARCH CARRIED
OUT AT CENTER AND VIA INDEPENDENTLY CONTRACTED RESEARCH
FIRMS IN MEXICO WITH IDENTIFICATION OF SPECIFIC MARKET
OPPORTUNITIES FOR US INDUSTRY. INDEPENDENT RESEARCH
STUDIES HAVE NOW BEEN CONTRACTED FOR:

BIOMEDICAL EQUIPMENT

COMPUTERS

MATERIALS HANDLING EQUIPMENT & SYSTEMS

ELECTRONIC COMPONENTS

PRINTING AND GRAPHIC ARTS

METALWORKING AND FINISHING EQUIPMENT

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3) RESEARCH TO IDENTIFY NEW GROWING SIF-CATEGORIES OF

INDUSTRIAL AREAS WHICH ARE IMPORTANT IN DEVELOPING ECONOMY OF MEXICO. EXAMPLE IS INDUSTRIAL TESTING EQUIPMENT IN LINE WITH PROGRAM OF GOVERNMENT TO UPGRADE TECHNOLOGY AND STANDARDS.

4) ORGANIZE EXHIBITIONS AND SEMINARS TO TAKE ADVANTAGE OF SPECIFIC CIRCUMSTANCES, SUCH AS RECENT BUILDING MATERIALS SYSTEMS SEMINAR TIED TO GOVERNMENT'S LOW COST HOUSING PROGRAM, AND LAST YEAR'S HIGHLY SUCCESSFUL STEEL SEMINAR TO PRESENT LATEST TECHNOLOGY TO RAPIDLY EXPANDING STEEL MILLS AND NEW 500 MILLION DOLLAR STEEL COMPLEX ON MEXICO'S WEST COAST. THESE PROGRAMS BY THEIR NATURE ARE DIFFICULT TO PROJECT FAR IN ADVANCE SINCE THEY ARE SUBJECT TO RAPIDLY CHANGING ECONOMIC SCENE AND GOVERNMENT PROGRAMS. HOWEVER, TWO ARE PLANNED SO FAR FOR 1974, THE NATIONAL BUREAU OF STANDARDS SEMINAR IN RESPONSE TO GROWING EMPHASIS IN SCIENCE AND TECHNOLOGY, AND COOPERATION WITH THE NEW GOVERNMENT AGENCY FOR PACKING AND PACKAGING WHOSE SEMINAR COINCIDES WITH OUR PACKAGING SHOW.

5) DURING FY-1974, FOLLOWING IMPORTANT TRADE CENTER SHOWS PROJECTED ALONG GUIDELINES OF PRIOR AND ONGOING MARKET STUDIES:

- 1: AGRICULTURAL MACHINERY AND EQUIPMENT
- 2: BUILDING MATERIALS SYSTEMS
- 3: MEDICAL AND LABORATORY EQUIPMENT
- 4: MATERIALS TESTING AND INSTRUMENTATION FOR
QUALITY CONTROL
- 5: METALLURGY EQUIPMENT AND INSTRUMENTATION
- 6: PACKAGING MACHINERY AND EQUIPMENT
- 7: MEAT, FISH AND POULTRY PROCESSING EQUIPMENT
- 8: TEXTILE MACHINERY
- 9: CHEMICAL AND PETROCHEMICAL PROCESSING EQUIPMENT
- 10: AUDIOVISUAL EQUIPMENT
- 11: COMPUTER AND BUSINESS EQUIPMENT
- 12: INDUSTRIAL SECURITY EQUIPMENT
- 13: EQUIPMENT FOOD INDUSTRIES

6) CONCENTRATE AS MUCH AS POSSIBLE ON NEW-TO-MARKET COMPANIES IN SHOW AND SEMINAR PARTICIPATION.
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